

1 processing said customer reply and delivering said transaction based on one or more  
2 processor instructions;

3 processing said reply from said step of receiving a reply and selecting a code or  
4 datum designating said transaction, said interactive video apparatus having a method  
5 or device for communicating said processed reply to a remote site;

6 communicating said selected code or datum to a remote site, said interactive  
7 video apparatus and said remote site comprising a network of  
8 receiver/processor/transmitter sites;

9 delivering one or more processor instructions at said interactive video apparatus  
10 in response to said step of communicating said selected code or datum, said one or  
11 more processor instructions controlling said interactive video apparatus; and

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14 delivering said requested transaction or an acknowledgement designating said  
requested transaction on the basis of said one or more processor instructions from said  
step of delivering processor instructions.

15 57. The method of claim 56, wherein said one or more instructions enable said  
16 interactive video apparatus to process executable code or one or more signal words,  
17 said method further having one step from the group consisting of:  
18 receiving a broadcast or cablecast information transmission, said broadcast or  
19 cablecast information transmission containing a video graphic and one or more signal  
20 words, said one or more signal words designating executable code;  
21 receiving a broadcast or cablecast information transmission, said broadcast or  
22 cablecast information transmission containing a video graphic and said one or more  
23 instructions;

1 receiving a broadcast or cablecast information transmission, said broadcast or  
2 cablecast information transmission containing one or more signal words and said one or  
3 more instructions, said one or more signal words designating executable code; and  
4 receiving a broadcast or cablecast information transmission, said broadcast or  
5 cablecast information transmission containing downloadable executable code and said  
6 one or more instructions.

7 58. The method of claim 56, wherein a control signal is generated based on  
8 said one or more instructions, said method further having one step of the group  
9 consisting of:

10 selecting a video graphic in response to said generated control signal;  
11 outputting a video graphic in response to said generated control signal;  
12 processing user input based on said generated control signal;  
13 generating at least some of a video graphic image based on said generated  
14 control signal; and  
15 outputting a simultaneous or sequential presentation of said video and one or  
16 more receiver specific video graphic images based on said generated control signal.

17 59. The method of claim 56, wherein a control signal is generated based on  
18 said one or more instructions, said method further comprising the step of controlling  
19 one of a receiver, a switch, a decryptor or interrupt device, a storage device, a computer,  
20 and a second output device based on said control signal.

1        60. The method of claim 56, wherein one or more receiver specific data are  
2 generated based on said one or more instructions, said method further comprising the  
3 steps of:

4            generating said one or more receiver specific data by processing information  
5 stored in a computer; and

6            outputting a simultaneous or sequential presentation of a video graphic and said  
7 generated one or more receiver specific data.

8        61. The method of claim 56, further comprising assembling said designated  
9 executable code based on said one or more instructions or said step of receiving a reply.

10       62. The method of claim 56, wherein said one or more instructions further  
11 designate a specific processor, said method further comprising the step of  
12 communicating said designated executable code to said designated specific processor.  
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13       63. The method of claim 56, wherein said one or more instructions further  
14 designate a specific user input to process, said method further comprising the step of  
15 generating output by processing said specific user input.

16       64. The method of claim 56, wherein said one or more instructions generate at  
17 least some of one or more video graphics for output, said method further comprising  
18 the steps of:

19            receiving one or more control signals which enable said receiver station to  
20 process said one or more instructions or output said one or more video graphics; and

1       enabling said receiver station to process said one or more instructions or output  
2    said one or more video graphics based on said received one or more control signals.

3           65.   The method of claim 56, wherein said one or more instructions designate  
4    executable code which generates at least some of one or more video graphics for output,  
5    said method further comprising the step of communicating to a remote station data  
6    evidencing the availability, use, or usage of said one or more instructions, said  
7    designated executable code, or said one or more video graphics.

8           66.   The method of claim 56, wherein information evidencing the availability,  
9    use or usage of said video or said data are stored or communicated to a remote data  
10   collection station, said method further comprising the step of selecting evidence  
11   information that identifies or designates one or more of:

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- 12                   (1)    a video;
  - 13                   (2)    a use of programming;
  - 14                   (3)    a transmission station;
  - 15                   (4)    a receiver station;
  - 16                   (5)    a network;
  - 17                   (6)    a broadcast station;
  - 18                   (7)    a channel on a cable system;
  - 19                   (8)    a time of transmission;
  - 20                   (9)    a unique identifier datum;
  - 21                   (10)   a source or supplier of data;

(11) a publication, article, publisher, distributor, or an advertisement;  
and  
(12) an indication of copyright.

4        67. The method of claim 56, wherein said one or more instructions  
5 incorporate executable code said method further comprising the steps of  
6 communicating said executable code to said processor and performing, on the basis of  
7 said executable code, one selected from the group consisting of:

- (1) receiving a signal containing said data;
- (2) actuating a video, audio, or print output device, as appropriate, to output said data;
- (3) decrypting at least a portion of said data;
- (4) controlling a selective transmission device to communicate said selected specific output to said selected specific output device;
- (5) generating a receiver specific datum to present with said data; and
- (6) delivering a receiver specific datum at said interactive video apparatus simultaneously or sequentially with said video or said data.

18        68. The method of claim 56, wherein one of said one or more instructions is  
19 delivered in a multichannel signal transmitted by a remote cable or satellite transmitter  
20 station, said method further comprising the step of tuning a converter to receive said  
21 one or more instructions.

1        69. The method of claim 56, having one selected from the group consisting of:  
2              programming said interactive video apparatus to query a remote data source at a  
3              particular time or in a particular fashion;  
4              delivering at said interactive video apparatus some processed information of a  
5              stored datum simultaneously or sequentially with said video or said data;  
6              storing said subscriber reply for subsequent processing in response to one or  
7              more of said one or more instructions; and  
8              assembling and communicating to a remote site data evidencing said subscriber  
9              reply.

10        70. The method of claim 56, further comprising the steps of:  
11              storing a subscriber instruction to receive one or more specific videos, data, news  
12              items, or computer control instructions; and  
13              receiving one or more specific videos, data, news items, or computer control  
14              instructions in accordance with said instruction.

15        71. The method of claim 56, further comprising the steps of:  
16              programming said processor to respond to information communicated from a  
17              data or programming source;  
18              receiving an information transmission from a local storage device or remote  
19              videoming source;  
20              inputting at least some of said received information transmission to a control  
21              signal detector;  
22              detecting data or an instruct signal in said information transmission; and

1 passing said detected data or instruct signal to said processor.

2 72. The method of claim 56, wherein said one or more instructions are  
3 embedded in a non-visible portion of a signal containing said video.

4 73. The method of claim 56, wherein said one or more instructions are  
5 embedded in a non-visible portion of a television signal.

6 74. The method of claim 56, wherein said data include text or one or more  
7 video graphics for output.

8 75. A method of delivering a video presentation at at least one of a plurality  
9 of receiver stations each of which includes a receiver, a signal detector, a processor, an  
10 output device, and with each said receiver station adapted to detect the presence of one  
11 or more control signals and programmed to process downloadable processor  
12 instructions, said method comprising the steps of:

13 (1) receiving at a transmitter station downloadable processor instructions  
14 which is effective at a receiver station to generate or output a specific portion of a video  
15 presentation, said downloadable processor instructions having at said at least one of  
16 said plurality of receiver stations a target processor to process data;

17 (2) transferring said downloadable processor instructions from said  
18 transmitter station to a transmitter;

19 (3) receiving one or more control signals at said transmitter station, said one  
20 or more control signals operate to execute said downloadable processor instructions or

1 deliver a combined or sequential presentation of a video image and one or more data  
2 described or promoted in said video presentation; and  
3 (4) transferring said one or more control signals from said transmitter station  
4 to said transmitter, and transmitting an information transmission comprising the  
5 downloadable processor instructions and one or more control signals.

6 76. The method of claim 75, wherein a combined or sequential output of a  
7 video image and said specific portion of a video presentation is delivered at the output  
8 device of said at least one receiver station, said method further comprising the steps of  
9 receiving said video image at said transmitter station; and  
10 transmitting said video image to said at least one receiver station.

11 77. The method of claim 75, wherein said downloadable executable code or  
12 some identification data in respect of said downloadable executable code are embedded  
13 in a non-visible portion of a signal containing a video image.

14 78. The method of claim 75, wherein a video image is displayed at said at  
15 least one receiver station and said downloadable executable code programs said  
16 receiver station processor to output video, audio, or text simultaneously or sequentially  
17 with said video image or to process a viewer reaction to said video image or to select  
18 information that supplements said video image.

19 79. The method of claim 75, wherein said one or more control signals  
20 incorporate some of said downloadable executable code.

1        80. A method of delivering a video presentation at at least one of a plurality  
2        of receiver stations each of which includes a receiver, a signal detector, a processor, an  
3        output device, and with each said receiver station adapted to detect the presence of one  
4        or more instruct or control signals, said method comprising the steps of:

5              (1) receiving video be transmitted by a remote intermediate transmitter  
6        station and delivering said video to a transmitter, said video having an instruct signal  
7        which is effective at said at least one receiver station to generate or output a specific  
8        portion of a video presentation or to deliver data described or promoted in said video;

9              (2) receiving one or more control signals which at the remote intermediate  
10      transmitter station operate to control the communication of at least one of said video  
11      and said instruct signal; and

12              (3) transmitting said one or more control signals to said transmitter before a  
13      specific time.

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15        (cont'd)  
16        81. The method of claim 80, wherein said one or more control signals  
17        comprise a code or datum which operates at the remote intermediate transmitter station  
18        to identify said video or data described or promoted in said video, said method further  
19        comprising the step of:

20              transmitting a second control signal which operates at the remote intermediate  
21      transmitter station to communicate said at least one of said video and said instruct  
22      signal to a transmitter at said specific time.

23        82. The method of claim 80, further comprising the step of embedding a  
24      specific one of said one or more control signals in a non-visible portion of a signal

1 containing said video before transmitting said video to said remote intermediate  
2 transmitter station.

3       83. The method of claim 80, wherein said specific time is a scheduled time of  
4 transmitting said video at said remote intermediate transmitter station or said one or  
5 more control signals are effective at the remote intermediate transmitter station to  
6 control one or more of a plurality of selective transmission devices at different times.

7       84. A method of delivering a video presentation at at least one of a plurality  
8 of receiver stations each of which includes a receiver, a signal detector, a processor, an  
9 output device, and with each said receiver station adapted to detect the presence of one  
10 or more instruct or control signals, said method comprising the steps of:

11       (1) receiving video at a transmitter station and delivering said video to a  
12 transmitter;

13       (2) receiving one or more instruct signals at said transmitter station, said one  
14 or more instruct signals at said at least one receiver station operate to deliver a  
15 combined or sequential presentation of said video and at least one of (1) one or more  
16 receiver specific data and (2) one or more data described or promoted in said video;

17       (3) transferring said one or more instruct signals from said transmitter station  
18 to a transmitter; and

19       (4) transmitting said video and said one or more instruct signals from said  
20 transmitter station to said at least one receiver station.

21       85. The method of claim 84, wherein some identification data or said one or  
22 more instruct signals are embedded in a signal containing said video.